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## **IONICON US, Inc. starts its operations in North America**

**Effective and fast local PTR-MS sales and support for US customers now directly available from IONICON US, Inc., New Jersey.**

IONICON US, Inc. is a totally-owned subsidiary of Austrian-based IONICON Analytik GmbH, the world's leading PTR-MS company since 1998. The new US subsidiary takes over the marketing and after-sales-support for the United States and Canada.

IONICON, a manufacturer of highest performance online mass spectrometers for VOC analysis based on the unique Proton Transfer Reaction – Mass Spectrometry technology (PTR-MS) and known for its superior customer support, will now increase its investment in the US market.

Co-founder of IONICON Austria and Vice-President of IONICON US, Inc. Dr. Alfons JORDAN recently moved to the US in order to start IONICON US. He is eager to turn his challenging assignment into success: "I will be the first point of contact for all inquiries from the US and I am looking forward to be in touch with all our US customers and people interested in our products. For demonstrations we have an IONICON High-Sensitivity PTR-MS available in a nearby lab which can be used for showcases and tests of samples."

IONICON CEO Lukas MÄRK is looking forward to the start-up of operations at IONICON US: "This will improve the user experience as one of our most experienced PTR-MS experts is now residing in New Jersey and is available for inquiries, customer showcases and professional after-sales-service."

Since the first sale of an IONICON PTR-MS to the US in 2000, more than 40 systems have been exported to IONICON's most important market outside of Europe. Lukas MÄRK comments on the company's US strategy: "This investment will stimulate growth of our business in the United States, help customers to build confidence in our innovative and successful but relatively small company by showing our local presence and dedication to the United States".

IONICON is the world's leading producer of on-line VOC detectors with market-leading, on-line and real-time, single-digit pptv-level detection limits using the unique proton transfer reaction – mass spectrometry PTR-MS technology. Since 1998 IONICON is serving leading scientists with VOC monitoring and quantification instruments in many different areas including environmental research, pollution monitoring, atmospheric chemistry, food & flavour science and illicit substances detection.

The IONICON product range comprises the PTR-QMS Series (IONICON High-Sensitivity PTR-QMS 500 with its market-leading detection limit of < 1 pptv; the IONICON PTR-QMS 300, a very robust and small VOC monitoring system with a very advantageous price) and the PTR-TOFMS Series (IONICON PTR-TOF 8000



providing a mass resolution of up to 8000  $m/\Delta m$  and the IONICON PTR-TOF 2000 with its detection limit < 5 pptv).

IONICON also produces special monitoring solutions for various industrial applications, has a strong in-house R&D department and is partner of many international research projects with renowned academic partners.

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